

FIG. 1

200

Customer Number	Age	First Purchase	Most Recent Purchase	Region	Income Level	Likelihood of Churn
2002-0345	25	01-2002	01-2002	NE	1	80%
1999-8754	45	06-1999	06-2001	SW	2	60%
1997-9575	31	07-1997	07-2003	NE	5	40%
1986-8884	60	09-1986	09-2002	SW	7	20%

220
221
222
223

FIG. 2

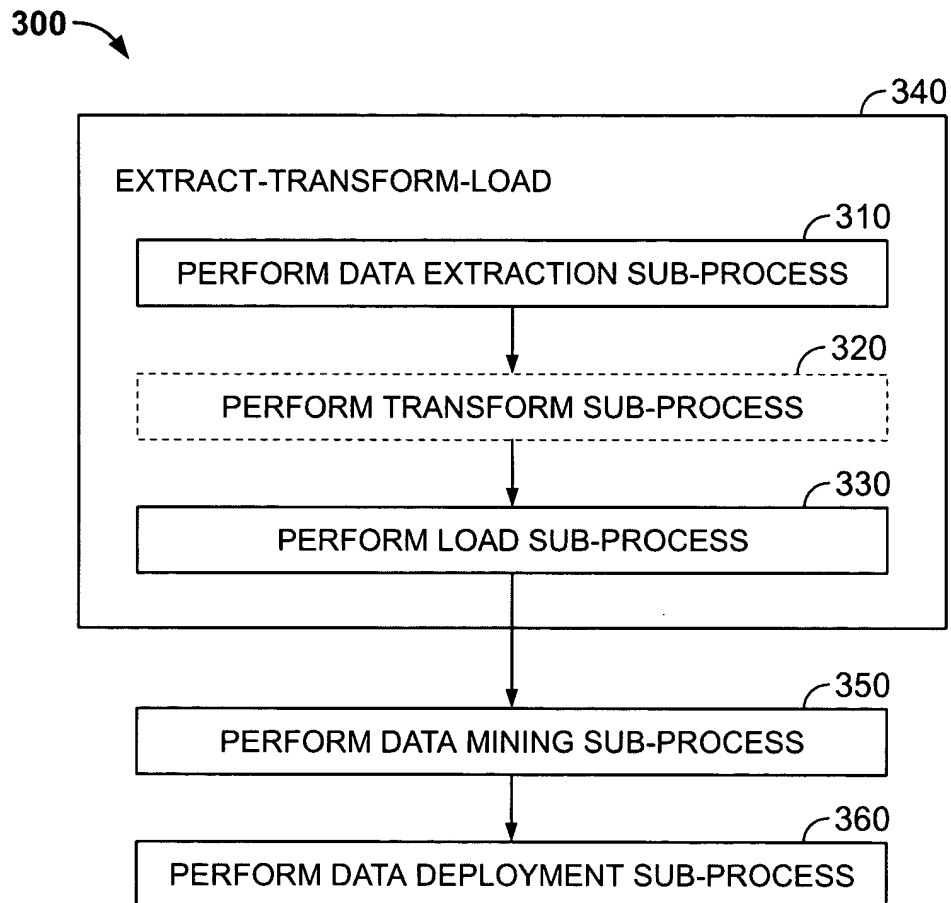


FIG. 3

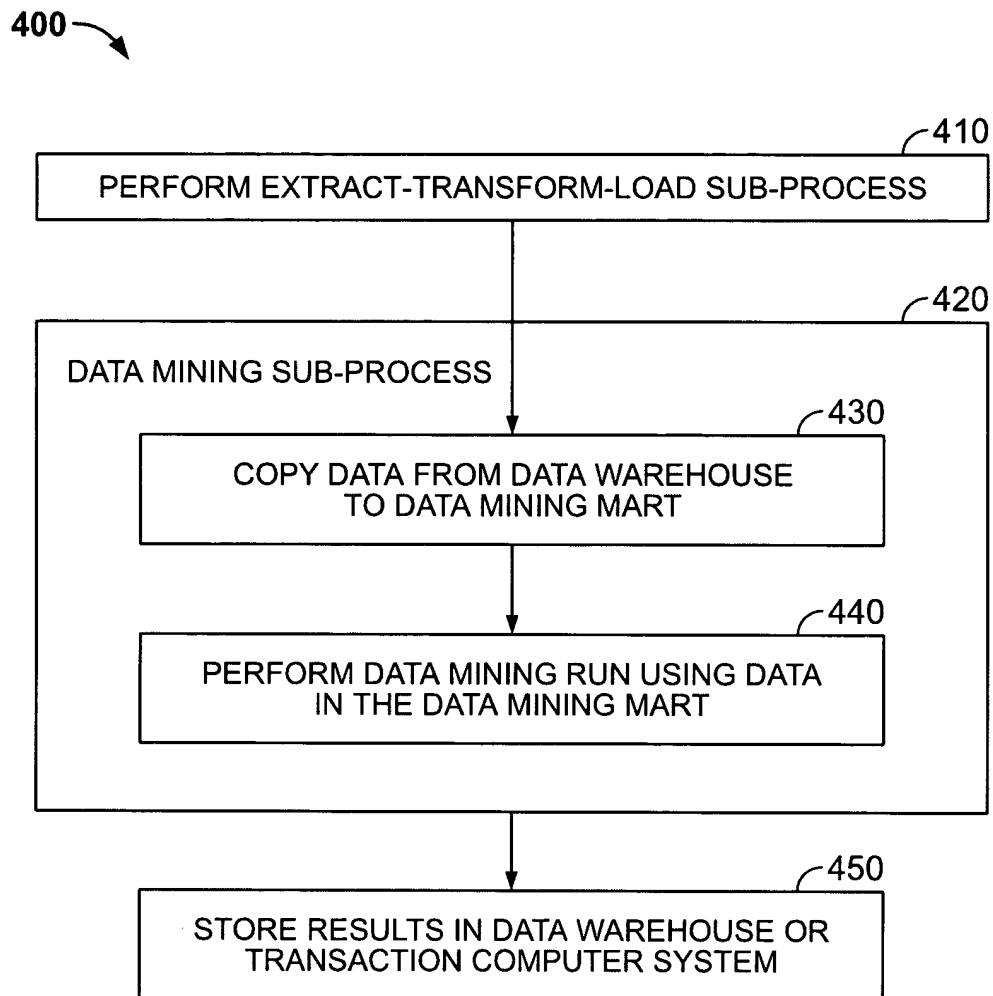


FIG. 4

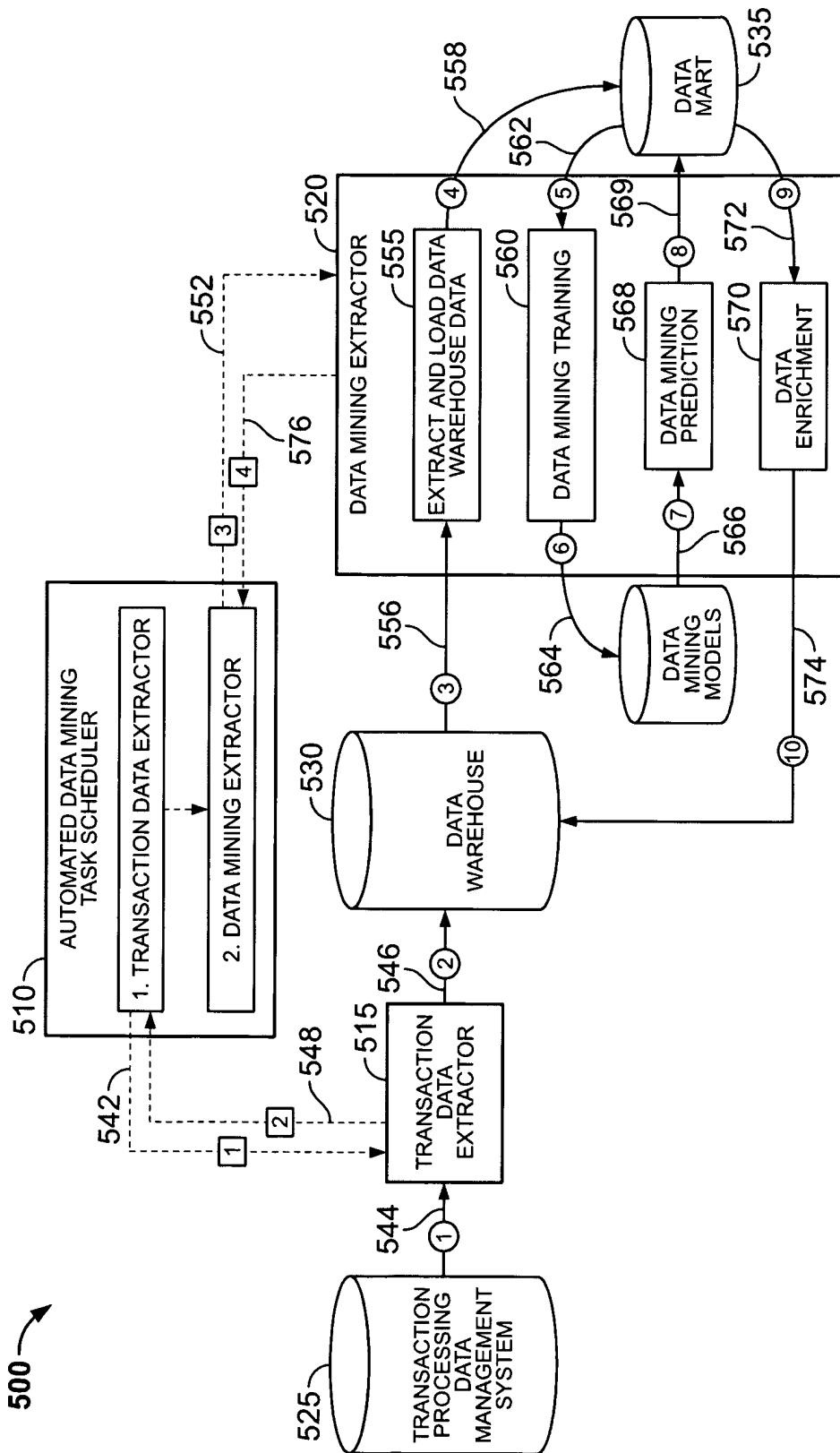


FIG. 5

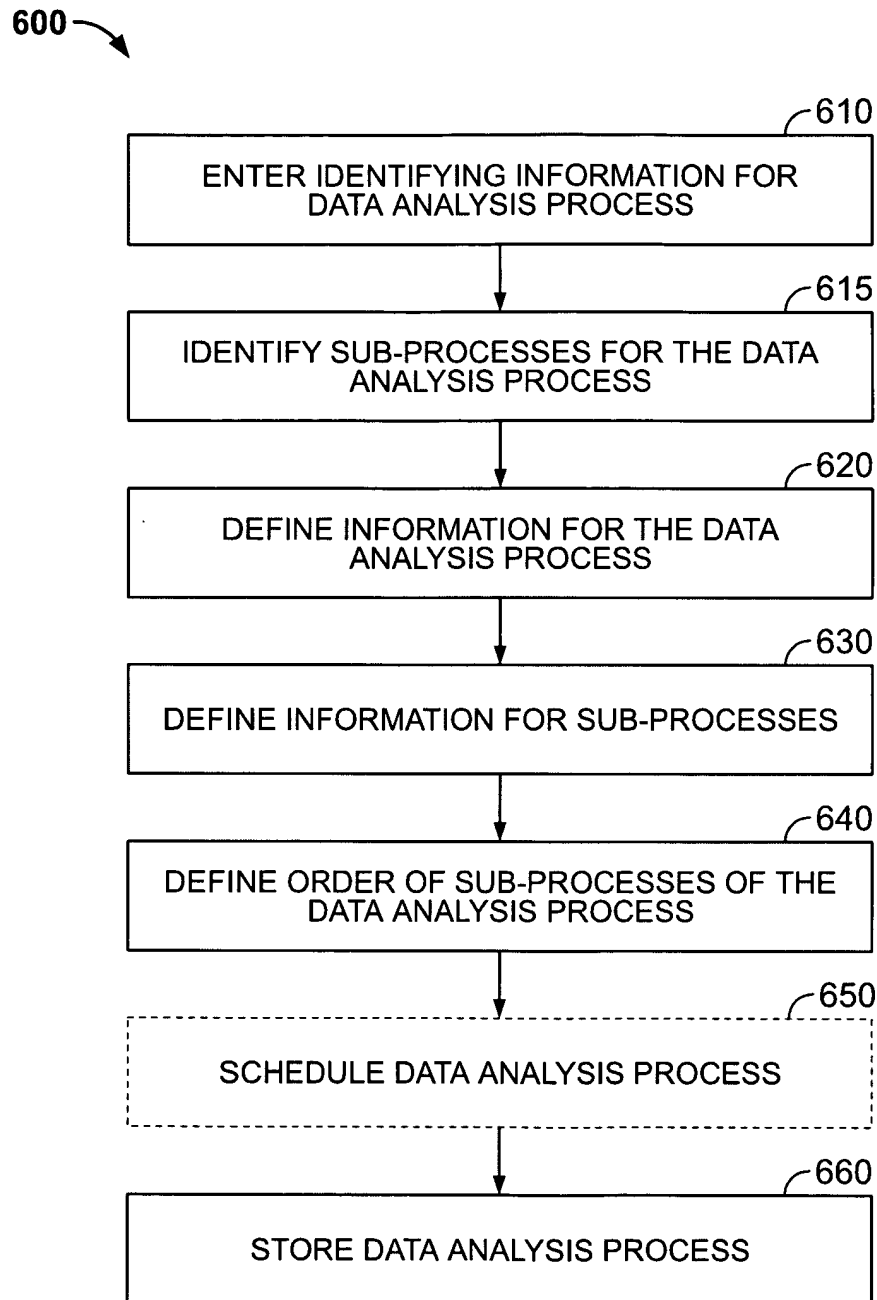
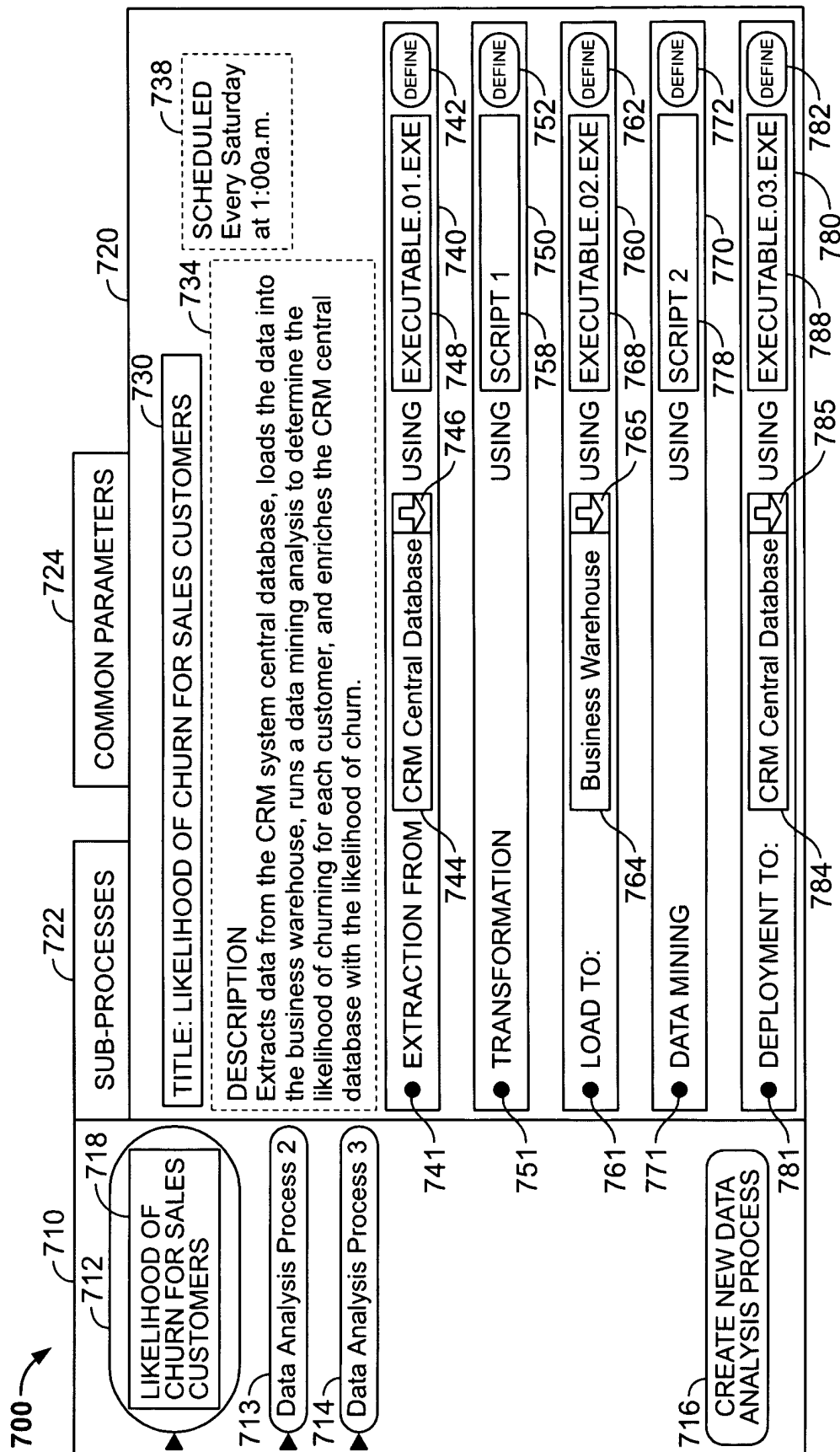
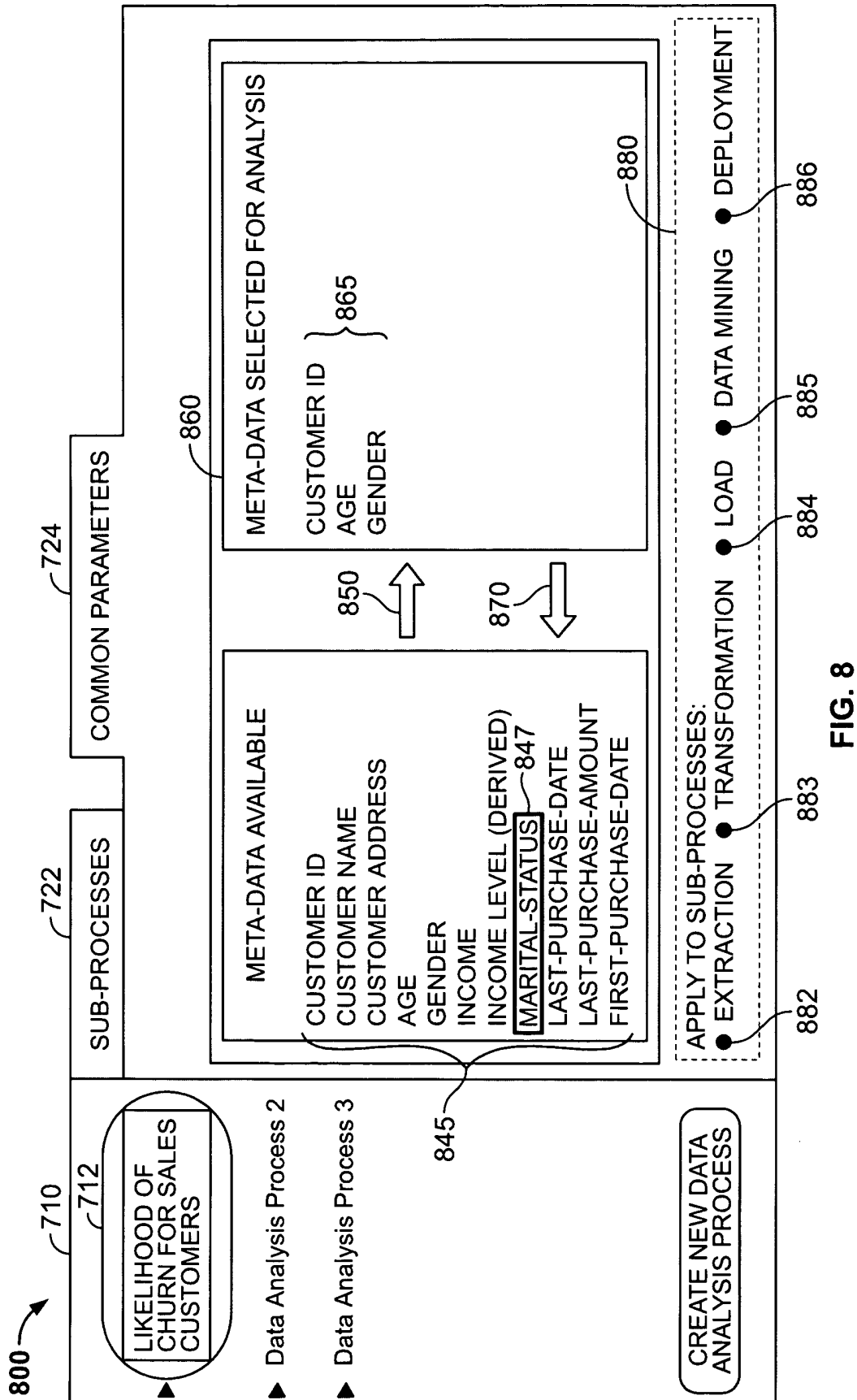


FIG. 6





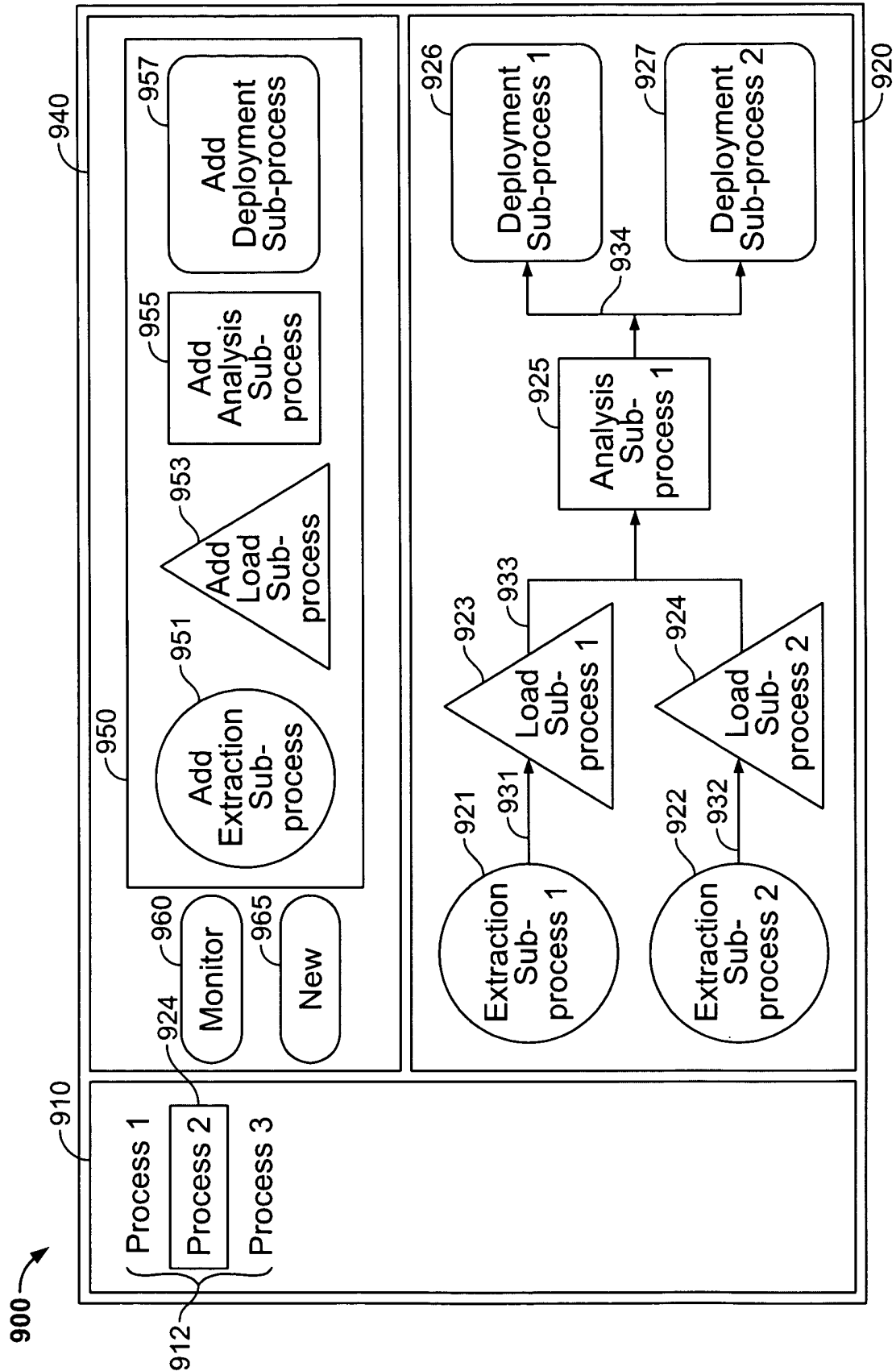


FIG. 9